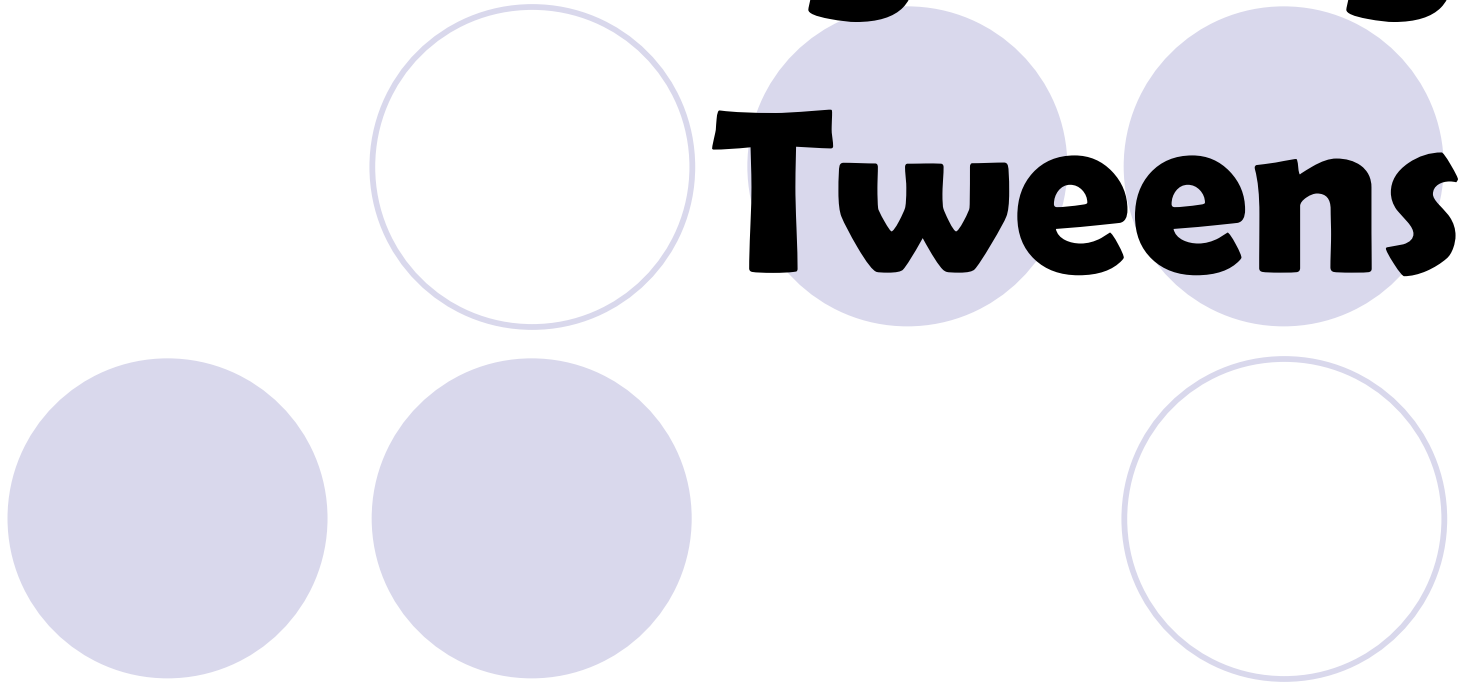


Targeting

Tweens



Who are tweens?

A few generalizations:

- Aged 8 to 12
- Cognitively they are emerging logical thinkers.
- Socially they compare themselves to others to determine what is wrong, right, in, or out.
- Physically they grow like weeds.
- Today's tweens are children of Gen-Xers.
- Tween experiences that must be taken into account.

Why do we care?

- **Primary Market**

Amount of power they wield

- **Influence Market**

Amount of power they have over friends, family, and peers

- **Future Market**

Life-long library users

Where do you start?

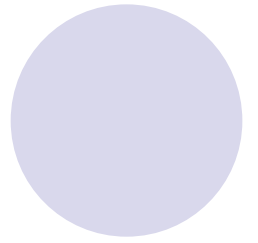
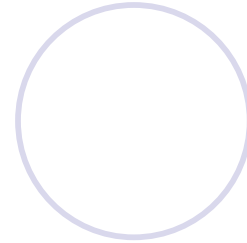
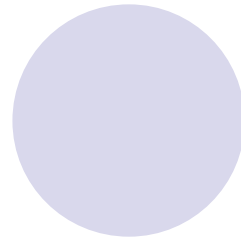
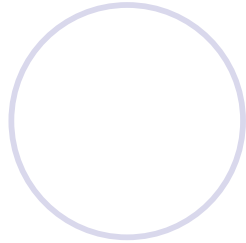
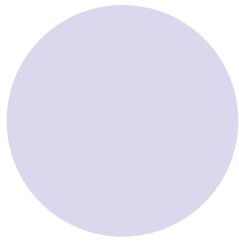
- In the library
- Develop partners and collaborations
- Schools
- Research and surveys
- Get out of the library
- Locate existing data

Have an immediate action plan when you get interested tweens.

Basic Survey Questions

The questions asked were very simple:

- How old are you?
- Do you have a library card?
- Have you ever visited the library?
 - How often do you visit?
 - What time of day or week do you visit?
- What do you like the most?
- What do you like the least?
- IF you could change one thing about the library what would it be?
- What would you like to be able to check out of the library?
- Do you think the library has books and magazines of interest to you?
- Please tell us your thoughts about how the library could be better.



Programming

Tween programs and service development guidelines

Rule #1

Make it fun!

Rule #2

It's just for tweens.

Rule #3

Parents will like it too.

Rule #4

Power is what they're looking for.

Rule #5

There are five senses – use them.

My rules....

- Listen to what they have to say and adapt
- Tweens respond to feeling needed and appreciated – that doesn't take any money
- Programs should meet the needs of tweens not librarians
- Don't skip the promotion and let tweens have a hand in it
- Programming should let tweens do things

Tween Advisory Groups

- A group of tweens and teens who are focused on your program and have agreed to dedicate time and energy to making it better for themselves and their peers.

Work with your TAC

- Listen to them
- Let them take on real projects, not busy work
- Empower them, let them take on real responsibility
- Mentoring system
- Be enthusiastic and praise them
- Communicate at their level and where they're at
- Be consistent
- Be respectful and expect them to treat each other respectfully

Promotion

- Grassroots
- Viral
- Traditional print press
- Radio and TV
- Internet
- Out-of-home

Continue to research and stay in touch

- Talking to and hearing directly from kids is still the best thing you can do when it comes to capturing important information.
- See what the biggies are saying
(WonderGroup, Yankelovich, Roper Youth Report, TRU Teen Study, and Simmons Kid Study)
- Don't forget today's tweens are growing up, you're going to have to continue talking, planning, and changing.